



PHILIP MORRIS U.S.A.

Inter Office Correspondence

TO: Bonnie Timmins

DATE: November 7, 1995

FROM: Wendy Marin

REVISED

SUBJECT: Virginia Slims 1996 Fall V-Wear Creative Brief

Overview

In August of 1996, Virginia Slims will introduce the Fall V-Wear collection through an integrated marketing plan. We will deliver a fashion-oriented continuity collection program that leverages the Virginia Slims brand essence while promoting long-term purchase behavior.

We are currently planning to execute this program in August; however, there is a possibility the implementation date will be changed to July. Given that, the timelines are based on a July implementation. We will advise if the timelines should change.

The following requests creative for all elements of the 1996 Fall V-Wear program, except Direct Mail and Media. These briefs will be supplied at a later date.

Objectives:

- Introduce the 1996 Fall V-Wear Collection.
- Increase awareness and visibility of Virginia Slims.
- Maintain the current Virginia Slims franchise.
- Generate trial and repeat purchase among key competitors.

Creative Strategy:

Build equity of the Virginia Slims V-Wear name and continue to position Virginia Slims as the premier provider of fashions and fashion information for contemporary women.

Promotion Elements:

The following components will make up the 1996 Fall V-Wear program:

1. Retail Catalog
2. Carton and Pack incentive promotion at retail
3. Carton Stuffer and end sticker
4. Direct Mailing (including catalog)
5. Media - FSI, Print, OOH

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Catalog

• Collection Items

- Feature 10-15 items.
- The collection should contain a mix of cutting edge items and those with broader appeal.
- As traditionally, include apparel and accessories. All apparel items should be available in small, medium, large and extra large sizes.
- Consider an old favorite from past collections - "The classic black leather jacket".
- Broaden collection offerings beyond apparel and accessories.
 - Consider lifestyle items. These could range from home, away from home, travel.
 - Consider a male/female item.
 - Consider gift item for a male.
- Include at least one smoking related item.
- Items should range from low, to medium, to high perceived value.
- Maximum item value is about \$40 (approximately 270 UPC's)

• Technical Requirements:

Catalog Format

- Use the 1996 Spring catalog as a guide in regards to paper weight, size # of pages, and how to order.
- Include order form within the catalog.
- Careful legal consideration should be given to the placement of warning boxes and T&Ns when developing the layout.
- Depict smoking situations whenever appropriate.
- Call out 1-800 number throughout catalog.
- Include an item recap section near the order form.

Order Form Format

- Utilize the order form from 1996 Spring V-Wear as a guide.
- P&H scale is the same as in the 1996 Spring V-Wear collection.
- We will continue to use the same V-Wear 1-800# number as in the 1996 Spring collection.
- Limit 2 orders per item per person, maximum of 12.
- Program duration 8/1/96 - 1/31/97.
- All catalog requests must be received by 11/1/96.

Copy Guidelines

- Create a theme utilizing the Virginia Slims essence.
- Reinforce that V-Wear is a program which Virginia Slims will continue to support and build other offers around.
- Incorporate styling and fashion tips.
- Wherever applicable, relevance to smoking should be identified.

• POS# 85052.

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- **Budget Requirements**

- Development Expenses must not exceed \$190,000.
- Catalog production cost should not exceed \$0.15 per piece on an estimated run of 3.5MM (includes DM qty's.).

- **Timing Requirements**

- 3/11 A&K due to Madden (To Be Discussed)

Retail Promotions

- **Overall Direction**

The program will be executed at retail through an incentive with 2 packs and through an incentive with a carton purchase. Key points are as follows:

- Primary communication points are:
 - The offer
 - Virginia Slims 1996 Fall V-Wear
 - #1-800 for catalog and more information.
- Additionally, the colors should be bright and fun and the visual must be simple with minimum copy.

- **Technical Requirements**

Free incentive with 2 pack purchase

1. 20 Deal Display

- Blank to be forwarded at a later date.
- Include catalog take one box.
- Include price call out.
- POS# 85038

2. Pack Poster

- Dimensions 11"W x 14"H (no die-cut)
- Include price call out.
- POS# 85039

3. Pack Dangler

- Dimensions not to exceed 5X7.
- POS# 85040

4. Back side of B-Header

- Dimensions same as those used for 1996 Spring V-Wear
- POS# 85041

5. Pack Packaging

- Blank to be forwarded at a later date.
- POS# 85037

Free incentive with a carton purchase

1. 30 deal carton display

- Include catalog take one box.
- Include price call out.
- Blank to be forwarded at a later date.
- POS# 85045

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2. Carton Poster
 - Dimensions 11"W x 14"H (no die-cut)
 - Include price call out.
 - POS# 85046
3. Carton Dangler
 - Dimensions not to exceed 5X7.
 - POS# 85047
4. Carton Packaging
 - Blank to be forwarded at a later date.
 - POS# 85044

Laminated catalog card (to be included in both the pack and carton kits)

- POS# 85042

Free standing Take 1 Box for catalogs (will be a separate kit)

- POS# 85048

- **Timing Requirements**

- Packaging A&K due to Madden on 3/11
 - POS A&K due to Madden on 4/1

Carton Stuffer and End Sticker

- **Technical Requirements**

Carton Stuffer

- The carton stuffer will feature one lower value item from the collection as a bounce-back (item to be determined at a later date). Key communication points are:
 - The offer
 - Virginia Slims Fall V-Wear
 - #1-800 for catalog and more information.
- The colors should be bright and fun and the visual must be simple with minimum copy.
- One side 2 color, opposite side 4 color process. No special colors.
- Dimensions 6"H x 9"L
- Order form for the item is needed.
- POS# 85050 for carton stuffer

End Sticker

- Key communication point of the end sticker is a "call to action" -- to look inside for a great offer.
- Use dimensions from the 1996 Spring V-Wear.

- **Timing Requirements**

- A&K due to Susan Spindel on 4/12

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Sell sheet

• Technical Requirements

- Sell card one color line art.
- POS# Pack sell card - 85043.
- POS# Carton sell card - 85049.

• Timing Requirements

- Art to TPN by 3/11.
- A&K to Madden by 3/18.

Budget Requirements for Retail Promotion, Carton Stuffer, End Sticker, and Sell sheet

- \$120,000

PM

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